

## ***Culinary Arts Marketing Strategies***

***Marketing*** – Getting people excited about your product.

- *The class*
- *The concept or idea*  
*Valentine's Day sweetheart cupcake delivery*
- *The item to be sold.*

***Teasers*** – Building up the enthusiasm about your upcoming sales event.

- *Mini commercials during school announcements.*
- *Mini commercials in you class for upcoming promotios.*
- *Ads in the school newspaper or newsletters.*
- *Posters or flyers with pictures or catchy phrases, even plays on popular songs.*  
*Ask questions: Wanna learn how to make your favorite pizza?*
- *During school events, at lunch or after school.*

***Tastes/samples*** – Giving your target audience a sample or taste of your item/class.

- *Sampling is always popular- factor it into your costs.*
- *In the morning or during a break when people are hungry.*
- *Creates commotion and enthusiasm about your product.*
- *A few weeks prior to your sale – each day give samples to different classes.*
- *Have creatively presented items in the faculty lounge.*

***Sales/Recruiting*** – “Show me the money” or filling you class.

- *Hospitality is key –big smiles and manners.*
- *Properly training your students in cash handling procedures.*
- *Having proper tools – cash box, change.*
- *Enough students to be positioned at several key locations on campus.*
- *Sell during breaks, lunch, after school during sporting events or dances.*
- *Give a food demo during lunch to promote your class.*
- *Make something that deliciously smells up the whole building and give tours of your lab including samples.*
- *Hold a counselors meeting in your lab serve lunch or delicious snacks and heverages.*
- *Once a month send freshly baked/cooked items to the counselors as a reminder.*

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Name  
Period

Valentine cupcake orders

	To:	From:	Deliver to room #	Delivery period:	Total due:
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
	Xtra CREDIT				
	↓	↓			

One dollar cupcake  
Deliveries will be made on Thurs. Feb. 1<sup>st</sup> 12th